



ROYAL COLLECTION

POT CELOSIA 2025





WHAT'S B(L)OOMING TODAY?®



For free content, inspirational
storytelling and images, visit
B(!)ooming Today



SUSTAINABILITY THAT BLOOMS

A new year brings exciting varieties, fresh brands and major steps in sustainability. Our Pot & Bedding team has been hard at work! With the help of our breeding team, we are introducing unique new varieties and advancing our CSR strategy, e.g. by developing varieties that need less or no growth regulators. This year, we are proud to introduce several new varieties! Here are a few you will not want to miss:

- Jellyfish®: A playful, pompon-shaped chrysanthemum in trendy colours. Fast-growing and long-lasting, it's the perfect addition to any space.
- Artistic® Jeff: The first-ever bi-coloured decorative pot chrysanthemum, available in three striking colour combinations. Artistic, bold and ready to shine in 2025.
- PaX: PaX creates a vibrant colour spectacle and is one of the longest-flowering garden mums, according to Royal FloraHolland research. A true pleasure for both garden and gardener!

We Care, So We Act

Did you know that we planted four hectares of native trees in Uganda for the second time? This initiative contributes to restoring biodiversity in the area and has a positive impact on both the environment and the local community. It's just one of the many ways in which we improve every day to become more sustainable. Taking responsibility for our future and future generations – we care, so we act. You can read our Corporate Social Responsibility report by scanning the qr code, if you want to find out more.

Growing Success Together

In this catalogue, you will find an overview of our existing Pot & Bedding collections as well as our Introductions for 2025. We are here to help you make the best choice for your business and help you decide which varieties are right for your growing methods. Feel free to reach out for more information or any inquiries, or check out our inspiration platform What's B(l)ooming Today® for more ideas!

We Care,
So We Act





Celosia

Soft, huggable and certainly lovable! Our Celosias are well known for their perfect quality, easy maintenance and long flowering time. All important features for plant lovers around the world. Besides, these flowers are perfectly in line with all the trend forecasting reports. What do you want more...?



CONCEPT

MYSTIC SHADES™

Mystic Shades™ is the top introduction for 2025 and is also a first: the only Celosia on the market with dark foliage! This striking plant creates a beautiful contrast in the garden and is perfect for themed mixes. The vibrant pink flowers glitter in the sunlight, making Mystic Shades™ a true eye-catcher. A must-have for every garden enthusiast!

Eye-catching beauty
with a bold twist!

LIMITED
AVAILABLE



MYSTIC SHADES™ | 5944

- Striking dark foliage provides a bold contrast
- Vibrant pink flowers that sparkle in the sun
- Ideal for themed plant combinations
- Attractive to bees and butterflies

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CELOSIA



mystichades.nl

HOT TOPIC® SERIES ▼



HOT TOPIC® PINK | 5702

MERIDA® SERIES ▼



MERIDA® GUYANA | 5740



MERIDA® PINK IMPROVED | 5760

SPICATA ▼



ANTHOS PURPLE | 5572



HOT TOPIC® RED | 5538



MERIDA® ORANGE | 5945



MERIDA® RED | 5461



PURPLE 18 | 5759



HOT TOPIC® YELLOW | 5967



CONCEPT

WILD[®]

WILD[®] Celosia is exactly what the name promises: a pure, untamed plant that grows just like nature intended. With its botanical look and vigorous growth, this unique Celosia not only looks stunning in 12-19 cm pot sizes but also thrives in the garden. Its long flowering period makes it a magnet for bees and butterflies.

Wild and untamed Celosia

LIMITED
AVAILABLE



WILD[®] PINK | 5569

- Untamed, botanical look
- Excellent outdoor performance
- Long-lasting flowers
- Attractive to bees and butterflies
- Available in 12-19 cm pot sizes

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CELOSIA



A proven success
for more than
10 years!

Deep
Purple
CELOSIA



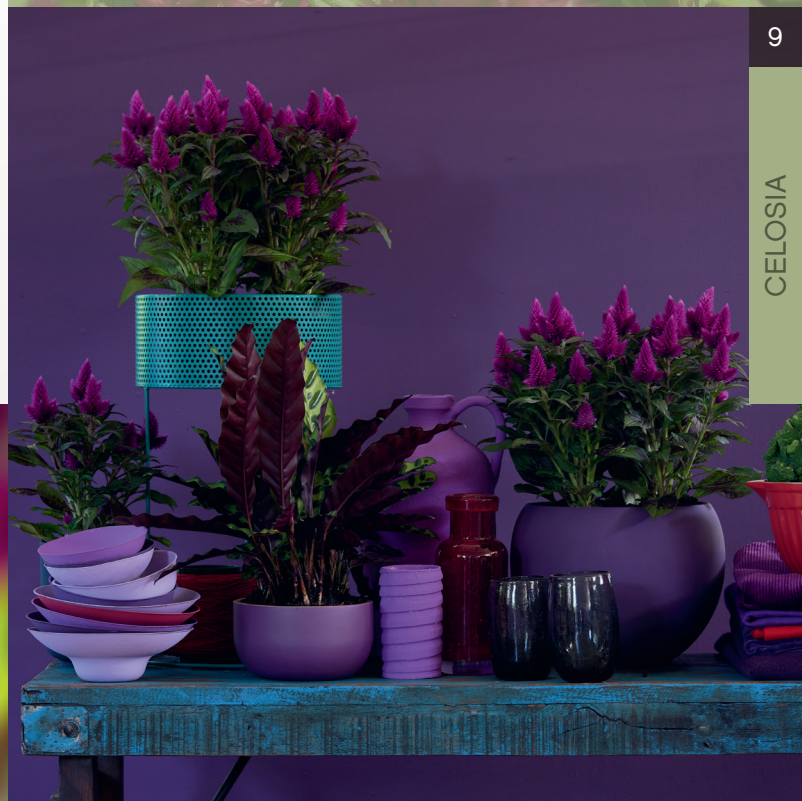
DEEP PURPLE® | 5918

- Unique, deep purple colour
- A true eye-catcher for indoor and outdoor use
- Outstanding shelf life

CONCEPT

DEEP PURPLE®

Deep Purple® is a proven Celosia favourite with an excellent shelf life and a unique deep purple colour. Looking to brighten up the garden with a fresh, vibrant plant that's also super easy to care for? Then Deep Purple® is the perfect choice! Need we say more? Deep Purple® has been the no. 1 name in the sector for over ten years, and that's no coincidence!





Celosia

Code	Variety	Status	Plant Week	Colour	Flower type	Vigour	Response Time (wk)	Potsize (cm)	Page
Hot Topic®									
5702	Hot Topic® Pink		4 - 34	● pink	cristata	medium	6,0	12 - 23	7
5538	Hot Topic® Red		4 - 34	● red	cristata	medium	6,0	12 - 23	7
5536	Hot Topic® Reef		4 - 34	● multi-colour	cristata	medium	6,0	12 - 23	-
5967	Hot Topic® Yellow		4 - 34	● yellow	cristata	medium	6,0	12 - 23	7
Merida®									
5740	Merida® Guyana		4 - 34	○ white	spicata	medium	5,5	12 - 23	7
5945	Merida® Orange		4 - 34	● orange	spicata	medium	5,5	12 - 23	7
5760	Merida® Pink Improved		4 - 34	● pink	spicata	medium	5,5	12 - 23	7
5960	Merida® Purple		4 - 34	● purple	spicata	medium	5,5	12 - 23	-
5461	Merida® Red		4 - 34	● red	spicata	medium	5,5	12 - 23	7
Specials									
5902	Flirt® Salmon		8 - 34	● pink	plumosa	large	6,0	12 - 23	-
5944	Mystic Shades®	LA	8 - 34	● purple	spicata	medium	6,0	19 - 23	6
5569	Wild® Pink	LA	8 - 34	● pink	spicata	medium	6,0	12 - 23	8
Spicata									
5572	Anthos Purple		4 - 34	● purple	spicata	medium	5,5	9 - 23	7
5918	Deep Purple®		4 - 34	● purple	spicata	medium	5,5	12 - 23	9
5558	Javalin		4 - 34	● purple	spicata	medium	5,5	12 - 23	-
5759	Purple 18		4 - 34	● purple	spicata	compact	5,5	9 - 23	7

Note: RT measured under Dutch conditions. White varieties grown outdoors may sometimes turn pink.



Special Days

New Year	1 January
Chinese New Year	29 February
Valentine's Day	14 February
International Women's Day	8 March
Mother's Day (UK)	30 March
Easter	20-21 April
King's Day (NL)	26 April
Mother's Day (US, NL, DE)	11 May
Mother's Day (FR)	25 May
Mother's Day (PL)	26 May
Ascension Day	29 May
Pentecost	8 June
Whit Monday	9 June
Assumption Day	15 Aug
Halloween	31 October
All Saints' Day	1 November
Christmas	25 December
Christmas/Boxing Day	26 December
New Year's Eve	31 December

Exhibitions

IPM Essen	28-31 January
FlowerTrials	10-13 June
Trade Fair Aalsmeer	4-6 November



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This brochure contains general information about our products. The specifications merely serve as an indication of the properties of the varieties described. Royal Van Zanten therefore accepts no liability with regard to the accuracy or completeness of the information in this brochure. The information and images in this brochure relate to varieties cultivated under optimum growing conditions in the Netherlands. Cultivation results for our varieties may be affected by the cultivation method, treatment and environmental factors.

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driven by
passion



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